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What is Claimed is:

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1. A method of operating a telecommunications network including:

- sub B2 >*
- (a) in response to instructions from a second party remote from a subscriber terminal, pre-programming the network to respond to one or more short dialling codes from the subscriber terminal,
- (b) communicating to the subscriber data identifying the allocation of short dialling codes pre-programmed in step (a); and
- (c) subsequently initiating a call from the said subscriber terminal by dialling one of the said short codes.

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2. A method according to claim 1, in which step (b) includes communicating the said data to the subscriber terminal in an off-hook signal.

a 3. A method according to claim 1 ~~or 2~~, in which the said data is communicated to the subscriber terminal as an in-band audio announcement.

a 4. A method according to claim 2 ~~or 3~~, in which the data includes a paid-for advertisement for goods or services accessed by a telephone number corresponding to one of the said short dialling codes.

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5. A method according to claim 4 further comprising generating a network billing record at a reduced billing rate for calls made from the said subscriber terminal.

Claim 1
6. A method according to any one of the preceding claims, in which the step of pre-programming the network includes programming a number translation platform remote from the subscriber terminal with a plurality of different short dialling code allocations for a plurality of different subscriber terminals.

7. A method according to claim 6, including transmitting from a management platform to the number translation platform instructions for determining the allocation of short dialling codes, and transmitting from the management platform to a local exchange the said data identifying the allocation of short dialling codes
5 for a respective subscriber terminal.

claim 1
8. A method according to ~~any one of the preceding claims~~ including pre-programming a common group of short dialling codes for a plurality of subscriber terminals in a common geographical region.

claim 1
10 9. A method according to ~~any one of the preceding claims~~ including pre-programming different short dialling code allocations for different respective groups of subscribers in different subscriber categories.

15 10. A method according to claim 1, in which the step of pre-programming the network includes storing data determining the allocation of short codes at a service node located at the edge of the network.

11. A method according to claim 10, in which the user first initiates a call to the
20 service node, and the service node answers the said call and communicates to the user the said data identifying the allocation of short codes.

sub-B3 12. A method of operating a telecommunications network, including communicating to a user of a subscriber terminal an off-hook signal which
25 identifies an allocation of short dialling codes for the subscriber terminal.

sub-B7 13. A method according to claim 9, in which the off-hook signal comprises an in-band audio announcement.

30 14. A telecommunications network including:
(a) means responsive to instructions from a second party remote from a subscriber terminal for pre-programming the network to respond to one or more short dialling codes from the subscriber terminal,

(b) means for communicating to the subscriber data identifying the allocation of short dialling codes pre-programmed by the said means responsive to instructions from a second party; and

5 (c) means responsive to a short code subsequently selected by the subscriber for connecting the said subscriber to a destination number determined by the said allocation of short dialling codes.

15. A network according to claim 14, in which the said means for communicating are arranged to generate an off-hook signal containing the said data.

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